






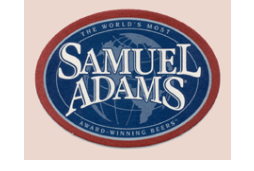
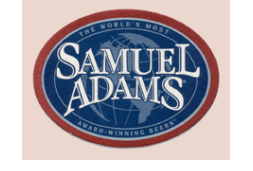




























































2015 BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

This year's winning brands for each category examined were:

<b>Airline</b>  Air Canada	<b>Allergy Medications (OTC)</b>  Claritin	<b>App-based Rideshare</b>  Uber	<b>Athletic Footwear</b>  Nike	<b>Automotive</b>  Ford  Hyundai	
<b>Banks</b>  Chase	<b>Beer (Light)</b>  Sam Adams Light	<b>Beer (Regular)</b>  Sam Adams	<b>Breakfast Bars</b>  Kellogg's Nutri-Grain	<b>Car Rental</b>  Avis	<b>Casual/Fast Casual Dining</b>  Chipotle
<b>Coffee (Out -of-Home)</b>  Dunkin'		<b>Coffee (Packaged )</b>  Dunkin'	<b>Cosmetics (Luxury)</b>  Lancome	<b>Cosmetics</b>  L'Oreal  Mary Kay	
<b>Credit Cards</b>  American Express		<b>E-readers</b>  Kindle	<b>Evening News</b>  NBC	<b>Flat-Screen TV</b>  Samsung	<b>Gasoline</b>  Exxon Mobile
<b>Headphones</b>  Beats by Dr. Dre	<b>Hotel (Economy)</b>  Wyndham Microtel	<b>Hotel (Midscale)</b>  Best Western	<b>Hotel (Upscale)</b>  Hyatt	<b>Hotel (Luxury)</b>  Fairmont	<b>Instant Messaging Apps</b>  WhatsApp
<b>Insurance (Car)</b>  USAA	<b>Insurance (Home)</b>  State Farm	<b>Insurance (Life)</b>  Allstate	<b>Laptop Computers</b>  Apple	<b>Major League Sports</b>  NFL	<b>Major League Video Game</b>  Call of Duty
<b>MFP Office Copier</b>  Konica Minolta	<b>Morning News</b>  Good Morning America (ABC)	<b>Mutual Funds</b>  American Funds <small>From Capital Group</small>	<b>Natural Food Stores</b>  Whole Foods	<b>Online Brokerage</b>  Scottrade.com	<b>Online Music</b>  Pandora
<b>Online Payment Services</b>  PayPal	<b>Online Retailers</b>  Amazon	<b>Online Travel Site</b>  Travelocity	<b>Online Video Streaming</b>  Netflix	<b>Pain Relievers (OTC)</b>  Aleve	<b>Parcel Delivery</b>  FedEx
<b>Pet Food (Cats)</b>  Purina	<b>Pet Food (Dogs)</b>  Science Diet	<b>Pizza</b>  Domino's	<b>Price Clubs</b>  Costco	<b>Printers</b>  Canon	<b>Quick-Serve Restaurants</b>  Subway
<b>Retail (Apparel)</b>  J. Crew	<b>Retail (Dept. Store)</b>  Marshall's  TJ Maxx		<b>Retail (Discount)</b>  Walmart	<b>Retail (Home Improvement)</b>  Home Depot	<b>Retail (Sporting Goods)</b>  Dick's
<b>Search Engine</b>  Google	<b>Smartphone</b>  Apple	<b>Social Networking Sites</b>  Facebook	<b>Soft Drinks (Diet)</b>  Diet Coke	<b>Soft Drinks (Reg.)</b>  Coke	<b>Tablets</b>  Apple
<b>Toothpaste</b>  Crest	<b>Vodka</b>  Grey Goose	<b>Wireless Phone Service</b>  AT&T			